

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:	Channing K. Barringer, et al.	Docket No.:	60655.2600
Serial No.:	10/686,967	Examiner:	Fonya M. Long
Filed:	October 16, 2003	Group Art Unit:	3689
Title:	SYSTEM AND METHOD FOR INCORPORATION OF PRODUCTS AND SERVICES INTO REALITY TELEVISION	Confirmation No.:	8084

AMENDMENT AND REPLY

Mail Stop AMENDMENT
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

Prior to further examination of this application, **after entry of the RCE** and in reply to the Advisory Action dated March 15, 2011 and the Final Office Action dated December 16, 2010, Applicants respectfully request entry of the amendments and consideration of the Remarks set forth herein.

Amendments to the claims begin on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper